

## ORDER



**Orders**  
**Order / Rev:** 700248  
**Alt Order #:** 06233213  
**Product Desc:** AMERICAN CROSSROADS  
**Estimate:** 691  
**Flight Dates:** 09/18/12 - 09/27/12  
**Original Date / Rev:** 07/17/12 / 07/18/12  
**Order Type:** Political

**WFMY-TV**  
**Primary AE:** Nick Welte  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Crossroads Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza Suite 500  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** American Crossroads  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Non  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/27/12	29	\$26,410.00	\$22,448.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	29	\$26,410.00	\$22,448.50	0.00
<b>Totals</b>	<b>29</b>	<b>\$26,410.00</b>	<b>\$22,448.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WFMY-TV	35%	\$26,410.00
Market	100%	\$75,457.14

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	24%	\$18,109.71
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	0%	\$0.00
WXII	39%	\$29,428.29
WXLV	2%	\$1,509.14

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	09/19/12	09/19/12	M-F 5-6a	CM	5-6a	--W----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
5-6a GMS ROT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----			1			\$250.00		0.00			
E 2	WFMY	09/20/12	09/20/12	M-F 5-6a	CM	5-6a	---T---	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
5-6a GMS ROT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---			1			\$250.00		0.00			

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Advertiser: American Crossroads  
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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WFMY	09/21/12	09/21/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	----F--	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$250.00		0.00						
E 4	WFMY	09/27/12	09/27/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	---T---	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	---T---	1		\$250.00		0.00						
E 5	WFMY	09/19/12	09/19/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	--W----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$350.00		0.00						
E 6	WFMY	09/26/12	09/26/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	--W----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	1		\$350.00		0.00						
E 7	WFMY	09/24/12	09/24/12	CBS This Morning CBS This Morning	CM	8-10a	M-----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$150.00		0.00						
E 8	WFMY	09/19/12	09/19/12	CBS This Morning CBS This Morning	CM	8-10a	--W----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$150.00		0.00						
E 9	WFMY	09/20/12	09/20/12	CBS This Morning CBS This Morning	CM	8-10a	---T---	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$150.00		0.00						
E 10	WFMY	09/26/12	09/26/12	CBS This Morning CBS This Morning	CM	8-10a	--W----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	1		\$150.00		0.00						
E 11	WFMY	09/24/12	09/24/12	News 2 at 5 News 2 at 5	CM	5-530p	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$800.00		0.00						
E 12	WFMY	09/20/12	09/20/12	News 2 at 5 News 2 at 5	CM	5-530p	---T---	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$800.00		0.00						
E 13	WFMY	09/26/12	09/26/12	News 2 at 5 News 2 at 5	CM	5-530p	--W----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	1		\$800.00		0.00						
E 14	WFMY	09/18/12	09/18/12	News 2 at 6 News 2 at 6	CM	6-630p	-T-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$1,400.00		0.00						
E 15	WFMY	09/20/12	09/20/12	News 2 at 6 News 2 at 6	CM	6-630p	---T---	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$1,400.00		0.00						
E 16	WFMY	09/26/12	09/26/12	News 2 at 6 News 2 at 6	CM	6-630p	--W----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	1		\$1,400.00		0.00						
E 17	WFMY	09/19/12	09/19/12	CBS Evening News CBS Evening News	CM	630-7p	--W----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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WFMY-TV

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E 17	WFMY	09/19/12	09/19/12	CBS Evening News CBS Evening News	CM	630-7p	--W----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	--W----		1			\$1,000.00		0.00				
E 18	WFMY	09/25/12	09/25/12	CBS Evening News CBS Evening News	CM	630-7p	-T-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-T-----		1			\$1,000.00		0.00				
E 19	WFMY	09/27/12	09/27/12	CBS Evening News CBS Evening News	CM	630-7p	---T---	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	---T---		1			\$1,000.00		0.00				
E 20	WFMY	09/18/12	09/18/12	M-F 7-730p Wheel of Fortune	CM	7-730p	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-T-----		1			\$1,500.00		0.00				
E 21	WFMY	09/26/12	09/26/12	M-F 7-730p Wheel of Fortune	CM	7-730p	--W----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	--W----		1			\$1,500.00		0.00				
E 22	WFMY	09/21/12	09/21/12	M-F 730-8p Jeopardy	CM	730-8p	----F--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	----F--		1			\$1,500.00		0.00				
E 23	WFMY	09/27/12	09/27/12	M-F 730-8p Jeopardy	CM	730-8p	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	---T---		1			\$1,500.00		0.00				
E 24	WFMY	09/24/12	09/24/12	News 2 at 11 News 2 at 11	CM	11-1135p	M-----	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	M-----		1			\$1,250.00		0.00				
E 25	WFMY	09/20/12	09/20/12	News 2 at 11 News 2 at 11	CM	11-1135p	---T---	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	---T---		1			\$1,250.00		0.00				
E 26	WFMY	09/21/12	09/21/12	Fri Prime B CSI: NY	CM	9-10p	----F--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	----F--		1			\$2,000.00		0.00				
E 27	WFMY	09/22/12	09/22/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	-----S-	:30	1	\$255.00	P-2	0.00	NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----S-		1			\$255.00		0.00				
E 28	WFMY	09/23/12	09/23/12	Good Morning Show Sun Good Morning Show Su	CM	6-9a	-----S	:30	1	\$255.00	P-2	0.00	NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----S		1			\$255.00		0.00				
E 29	WFMY	09/23/12	09/23/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----S		1			\$3,500.00		0.00				
Totals													29	\$26,410.00	